MCLANE ACTION PLAN
FOR
NEW WINSTON NO BULL

1. R. J. Reynolds will reintroduce Winston as an all natural cigarette.

2. The new Winston will begin showing up at McLane's possibly as soon as June 2, 1997.

3. All UPC codes will remain the same. Line numbers should also remain the same in the McLane system.

4. DO NOT place the new Winston on the picking line until the old Winston (by brand style, by state) are sold through.

    - I will make weekly calls to assist with rotation, etc.
    - The new style Winstons will be in white cases for the first three months to assist us with proper rotation.

5. By August 4, 1997, I will assist you in removing all old style Winstons from the picking lines and return them to RJR for full credit

    - Beginning August 4th R. J. Reynolds sales representatives will instruct all retail accounts to return old style Winstons to their wholesaler (McLane Northwest) for credit.

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Source: https://www.industrydocuments.ucsf.edu/docs/zkvp0000